



# Terms of Reference

Media production for Financial Education content

## Strengthening the People's Credit Funds Network (STEP)

**By : May Tran, Gender Equality & Financial Inclusion Officer**  
**Simon H. Roy, Financial and Risk Management Advisor**

February 2021



## Overview of the Assignment

Objective:	Produce animated short films medias for the financial education content
Start Date:	March 9 <sup>th</sup> , 2021
Tentative deadline:	April 9 <sup>th</sup> , 2021
Location(s):	Hanoi

## Context

### 1. DID and STEP Project

Développement International Desjardins (DID) is a Canadian non-governmental organization founded in Quebec, Canada in 1970 as a non-for-profit arm in the Desjardins Group – a biggest financial group in Quebec, Canada. The goal of DID is to share the expertise and experience of the Desjardins Group with emerging and developing countries to successfully replicate its cooperative model in other countries within their specific contexts. The mission of DID is to increase empowerment among disadvantaged populations by facilitating access to a diverse range of financial services and by developing individual and community assets. For over 40 years, DID has many projects in developing countries in Africa, America and Asia. In Vietnam, the most current project of DID is “Strengthening the People’s credit fund network – STEP project” which was started since 2017. For more information about DID, please visit website: [www.did.qc.ca](http://www.did.qc.ca).

Strengthening the People’s credit fund network – STEP project was launched in November 2017 and was implemented in cooperation with the Cooperative Bank of Vietnam (Co-opBank). STEP project was funded by Global Affairs Canada with the goal to strengthen the capacity of Co-opBank and its network of financial cooperatives, the People’s Credit Funds (PCFs) in Vietnam. The overall mandate is to support and advise the Co-opBank and PCFs network in their process of transformation and modernization in order to increase their level of integration and performance. The ultimate outcome of STEP project is to "increased financial security for Vietnamese men and women in targeted rural and agricultural areas by a more integrated and better performing Co-opBank and PCF network". The project aims to strengthen selected PCFs across Vietnam and, upon completion, transfer methodologies and tools to Co-opBank, allowing it to continue deployment of the strategies throughout the entire PCFs network. For more information about STEP project, please visit website: [www.did-step.com](http://www.did-step.com)

In the frame of STEP project, the Financial & Entrepreneurial Skills Strategy is aimed to provide non-financial services, more specifically business development services (BDS) and financial education (FE) to PCF employees, members and non-members, especially women. These services should strengthen their financial and entrepreneurial skills and foster the development of tailored products & services.

### 2. Objective(s)

The overall objective of this assignment is to produce animated medias (images, videos, posters) as part of the Financial & Entrepreneurial Skills Strategy to deliver information and knowledge to beneficiaries in an attractive and easy to understand format.

### 3. Scope of Work and Methodology

The scope of this assignment is to produce animated medias (images, videos, posters) as part of the Financial & Entrepreneurial Skills Strategy to deliver information and knowledge to beneficiaries in an attractive and easy to understand format.

To do so, the selected consultant is expected to include in its service, but not limited to, the following key elements:

- Analyze the transcripts provided by STEP and propose scenario options, including style description, content of each video, an incentive for reflection and interaction.
- Discuss and agree with STEP Project on the detailed scenario, dialogue, images, and other relevant details about potential adjustment in the course of the production.
- Design and develop demo videos and posters.
- Produce and complete the set of videos according to the feedback received from STEP.
- Ensure all materials used in the video such as audio, images are copyrighted or exempted from license or copyright (license-free) fees.
- Hand over all original files and product files (including draft files, design files, audio and video product files). Do not store, use for third parties and for other consulting work. STEP project holds the copyright to all videos and illustrating elements within this work.

### 4. Deliverables

The Consultant will provide the following deliverables:

- Recommendation memo on: images, scenes, transitions, soundtrack
- 5 educational videos (intended length: 3 minutes/video) (in both English and Vietnamese)
- Intro and Outro videos for the project
- Icons and drawings on a soft-copy format
- All original files and product files.

### 5. Recommended Timeline and Effort Allocation

The following table depicts the provisional assignment with suggested dates of delivery by activity. The consultant is requested to submit a detailed plan at the start of the consultant that will be approved by STEP.

No.	Activity	Tentative dates of delivery
1	Recommendation on images, animations, transactions, soundtrack, etc.	March 9 <sup>th</sup>
2	Design first batch of images (icons, drawings and images for video 1)	March 11 <sup>th</sup>
3	Validation and editing of images with STEP	March 15 <sup>th</sup>
4	Delivery, editing and validation of video 1 with STEP	March 18 <sup>th</sup>
5	Design images for video 2	March 22 <sup>th</sup>
6	Delivery, edit and validation of video 2 with STEP	March 24 <sup>th</sup>
7	Design images for video 3	March 26 <sup>th</sup>

8	Delivery, edit and validation of video 3 with STEP	March 30 <sup>th</sup>
9	Design images for video 4	April 1 <sup>st</sup>
10	Delivery, edit and validation of video 4 with STEP	April 5 <sup>th</sup>
11	Design images for video 5	April 7 <sup>th</sup>
12	Delivery, edit and validation of video 5 with STEP	April 8 <sup>th</sup>
13	Handover all original and product files	April 9 <sup>th</sup>

## 6. Method of payment

Payment will be done by delivery of each material set:

- 1<sup>st</sup> payment: After the handover and acceptance of: Icons, images, video 1, intro & outro
- 2<sup>nd</sup> – 4<sup>th</sup> payment: After the handover and acceptance of: icon, images, video 2 → 4
- 5<sup>th</sup> payment: After the handover and acceptance of all materials.

## 7. Required Qualifications

The media company/producer should have at least five (5) years of experience in developing media content: corporate videos, 2d animations, posters

## 8. How to apply

- Interested consultants should send their: **letter of interest, CV, portfolio and preliminary quotation** (in English) to May TRAN, Gender Equality & Financial Inclusion Officer, [may.tran-thi-ha@did-step.com](mailto:may.tran-thi-ha@did-step.com)
- Application deadline is **March 3<sup>rd</sup>**, 2021. Only shortlisted candidates will be contacted.

Développement international Desjardins (DID) is a world leader in the deployment and strengthening of the inclusive finance sector in developing and emerging countries.

Our expertise is based on over one hundred years of experience accumulated by the Desjardins Group, the leading cooperative financial group in Canada and sixth largest in the world.

We draw on the best practices tested in collaboration with our numerous partners to support the setup, growth and strengthening of financial institutions as well as the development of individual and collective wealth.

**Consulting expert, investor and operator of financial institutions, DID provides its specialized expertise in the following fields:**

- Mobilization of savings
- Agricultural Finance
- Technological Solutions
- Financing for entrepreneurs
- Investments
- Social Performance
- Training
- Surveillance
- Gender Equality
- Governance
- Green Finance

Focused on the future, DID makes use of all its resources in order to increase access to financial services for communities in developing and emerging countries. Together, we create the future. It is the ultimate reason for our existence.

[www.did.qc.ca/en](http://www.did.qc.ca/en)